

ABSTRACT OF THE INVENTION

An optometric business method and a tangible informational holder provided in the business method. The method steps include the exchange of information between a patient and the clinic. The exchange of information includes patient specific information obtained by the clinic from the patient. The patient information is processed with respect to data obtained from the patient during the visit to provide an analysis based upon the needs of the patient and the services and products offered by the clinic. The patient is provided with the tangible informational holder and a plurality of inserts, including patient specific inserts, which are readily accessible to the patient and enables the patient to choose products and services.